

#### **ABSTRACT**

A method of operating a retail terminal having a display monitor includes the step of generating an item-entered control signal when an item for purchase of a customer is entered into the retail terminal by retail personnel. The method also includes the step of retrieving retail history information associated with the customer from a customer profile database. The method further includes the step of displaying item information associated with the item for purchase on a first portion of the display monitor in response to generation of the item-entered control signal. Moreover, the method includes the step of displaying a customer-specific retail message based on the retail history information on a second portion of the display monitor. The step of displaying the customer-specific retail message is performed contemporaneously with the step of displaying the item information associated with the item for purchase. A retail terminal is also disclosed.